

Red Ribbon Week

October 23-31, 2002

Community Action Kit



FREEDOM IS DRUG FREE



PLANT THE PROMISE

A Call to Action for Parents & Communities











U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov

2002 Red Ribbon Week

The Federal Substance Abuse and Mental Health Services Administration, part of the U.S. Department of Health and Human Services, has joined with the National Family Partnership to celebrate and support Red Ribbon Week. The week, celebrated in 2002 on October 23-31, encourages individuals, families, and communities to take a stand against youth use of alcohol, tobacco, and illegal drugs. This Community Action Kit can help you connect with others in your community—and with your local print and broadcast media—to get the word out that together, we can help children and youth lead healthy lives, free from the use of alcohol, tobacco, and illegal drugs.

Included in This Kit



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15 Ideas for Shaping Media Coverage
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Introduction



Origins of Red Ribbon Week

In 1985, the assassination of U.S. Drug Enforcement Agency agent Enrique Camarena enraged many Americans, and young students in his hometown began wearing red ribbons in his memory. The message of the red ribbons was simple: Take a stand against the loss of life and energy to drug abuse. That message and its symbol, the red ribbon, spread rapidly. In 1988, the National Family Partnership took the Red Ribbon celebration nationwide. Since then, Red Ribbon Week has been listed by the U.S. Department of Health and Human Services (HHS) as a National health observance and has been touching millions of children, families, and communities across the Nation.

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Do you want to do something to stop the drug epidemic that is threatening our society? Here are some simple ideas that can make a big difference. All they need is YOU!

Get Involved

More than 80 million people across the country are expected to participate in National Red Ribbon Week, October 23-31, 2002, to show support for healthy, drug-free lifestyles. Red Ribbon Week, sponsored by the National Family Partnership, is a national campaign of anti-drug education and drug abuse awareness. The observance focuses on educating individuals, families, and communities on the destructive effects of drugs and the positive alternative life choices available to our youth and adults.

Zero Tolerance

The red ribbon, a symbol of zero tolerance for illegal drug use by youth and a commitment to drug abuse prevention, is worn or displayed by millions of Americans in an act of unity. Red Ribbon Week involves many small and large gestures of support. For Red Ribbon Week 2002, schools and community groups are organizing a variety of indoor and outdoor activities including pledges, contests, workshops, rallies, theatrical and musical performances, and other family and educational events. The planning and working together aspect is as important as Red Ribbon Week itself because it creates a sense of community and shared values.

**“Media shapes opinions and beliefs.
We need you to help shape what the
media publishes.”**

—Peggy Sapp, President and Spokesperson,
National Family Partnership

A Call to Action—October 23-31, 2002

Red Ribbon Week is an opportunity for you and your organization to take a collective stand against youth use of alcohol, tobacco, and illegal drugs. It's time to get media attention for all the good work you do, so hop on the bandwagon and toot your horn with the help of this Community Action Kit. Consider doing any of the following:

- **Spread the word:** Send an e-mail, insert something in your upcoming mailing, and offer information at community events about Red Ribbon Week 2002.
- **Tap into valuable community networks:** In addition to contacting local small newspapers, give the enclosed drop-in newspaper article to business, civic, and other groups that publish newsletters.
- **Take advantage of easily obtained publicity:** Offer PSAs included in this kit to local radio and television. Get your Red Ribbon Week event included in local community calendars and broadcasted on radio and TV stations.
- **Wear the red ribbon October 23-31:** Ask your members, sponsors, and key contacts to help support Red Ribbon 2002 activities by simply wearing red ribbons and by distributing drug prevention information.
- **Use an event to attract attention:** Organize an event and invite the media to cover it, or fold an existing event into a Red Ribbon Week activity.
- **Get a media sponsor:** Ask a local radio or TV station, or newspaper to sponsor your Red Ribbon Week 2002 event.

Introduction



Raise Awareness

This nationwide event has become a major force for raising public awareness and mobilizing communities to combat alcohol, drug, and tobacco use among youth. This year's Red Ribbon Week theme is **FREEDOM IS DRUG FREE—PLANT THE PROMISE**. Thousands of schools will kick off the week with Plant the Promise on October 23, 2002, with students planting red, white, and blue bulbs and sending red ribbons to President Bush with personal messages and pleas for healthy, safe, drug-free lives and communities for all Americans.

Generate Publicity

To help you generate publicity in your community, the Federal Substance Abuse and Mental Health Services Administration (SAMHSA) has collaborated with the National Family Partnership to develop this Community Action Kit. It contains important resources such as talking points, a fact sheet, a drop-in article, print and radio public service announcements, and a sample pitch letter. It also contains helpful hints for working with media in your community. Feel free to use any or all of these ideas and support materials. Some of these items can be sent directly to the media with little work on your part. Whatever communications activities you choose, this kit is designed to make your job easier.

“Every day, parents, caregivers, teachers, and other caring adults have extraordinary opportunities to turn ordinary times with children into special teachable moments that can keep children and youth healthy and drug free. From the time children are very young, talk with them openly and often about the dangers of illegal drugs, tobacco, and underage drinking.”

—Charles Curie, M.A., A.C.S.W. Administrator, Substance Abuse and Mental Health Services Administration,
U.S. Department of Health and Human Services

Please take a moment to let us know what works and what does not work for you by completing and returning the Reply Form at the back of the Kit.

Using This Kit



The information and resources in this kit can help you raise awareness about ways in which parents and other caring adults can celebrate Red Ribbon Week and help keep youth drug free. Research shows that every community—regardless of socioeconomic status—experiences the devastation of drug and alcohol abuse. This Community Action Kit addresses specific aspects of youth substance abuse relevant to most communities.

Here are a few suggestions for using the Kit:

Media Tips: These tips can help you obtain media coverage for your Red Ribbon Week activities.

Arrange a Radio or TV Interview: These guidelines and sample questions can help you communicate with media representatives in your community.

15 Ideas for Shaping Media Coverage: These ideas can help you “pitch” your story to both print and broadcast media outlets.

Talking Points: Use these talking points to prepare for either print or broadcast interviews. Consider sharing the talking points with prospective interviewers to provide a framework for your discussion.

Fact Sheet: The enclosed fact sheet can help you assist local media in their coverage of substance abuse issues. Use the fact sheet when writing your organization’s newsletter, related reports, and other constituency communications.

Drop-In Article: This public domain (copyright-free) article can be “dropped in” to any print publication without special permission or citation. Drop it into your organization’s newsletter or write a cover letter from your organization and send it to local newspapers. Feel free to include your organization’s name and contact information in the article.

Print Public Service Announcements (PSAs): Send these camera-ready PSAs to local newspapers or use them in your organization’s newsletter to raise awareness and promote alcohol-safe and drug-free lifestyles in your community.

Radio PSA Scripts: Send these radio PSA scripts, as they are, to local stations or adapt them to reflect your organization’s contact information. Call each station’s public service director in advance to learn his or her guidelines for submitting PSAs. Stations usually have specifications regarding length, and you may need to edit the scripts to fit their needs.

Sample Pitch Letter: This letter can help you explain to media representatives why their audience needs to know about Red Ribbon Week and the importance of keeping youth drug free.

SAMHSA Media Resources: These telephone numbers and Web sites can put you in touch with a wealth of information and resources to help you assist local media cover breaking substance abuse stories. You will also find materials to help your organization focus media attention on important drug and alcohol abuse issues affecting your community.

Reply Form: This easy-to-complete form can help us better meet your needs. Please fill it out and send it to us via the designated fax number or mailing address.

Media Tips



- Know the media in your area: Ask yourself who writes the local columns in the newspapers, which radio hosts discuss local issues, what parents and kids read, who has covered this issue before and which media personalities have a personal connection to drug abuse. These are some of the most important people for you to “pitch” with a phone call.
- Don’t leave multiple phone messages. Try someone repeatedly until you reach him or her directly—leave only one message. Ask an operator or junior staff person when they are usually in, and call then. Also find out if the media representative prefers to receive e-mail, and contact them that way as well.
- Weekend events: If your event is on a weekend, try pitching weekend staff to get them interested in providing coverage. Radio and TV media typically have different staff working on the weekends. Get their names and phone numbers ahead of time. Be prepared to call or fax them information early on Saturday morning if necessary.
- Always provide a contact at the top of all media materials, including e-mail addresses and fax numbers. Preferably use the name of the person making the phone calls. Provide a “day of” number so that the contact person can be reached at the event via cell phone (borrow a cell phone if necessary to use just for that day).
- Invite a knowledgeable spokesperson to an event to discuss youth drug abuse prevention. Provide him or her with a card that lists the toll-free numbers where listeners/viewers/readers can get free prevention information; the names of important sponsors; and the name of the event, location, and date so that this basic information gets included in their answers.
- Follow through with phone calls before and after you send material. Don’t give up: if the first person is not interested try another contact at that media outlet. Different shows and departments do not usually coordinate. Some news is more appropriate for a show or section than another.
- Time your contacts. Mail and call well in advance and send a reminder with any updates by fax or e-mail about 2 days before the event.
- Use your letterhead and follow the standard format for press releases and PSAs.

“Two-thirds of kids say that losing their parents’ respect and pride is one of the main reasons they don’t smoke marijuana or use drugs.”

—National Youth Anti-Drug Media Campaign
White House Office of National Drug Control Policy

Arrange a Radio or TV Interview



Call your local radio and TV stations to speak with the public affairs director or a public affairs program host or producer. Offer to provide a spokesperson to interview for their public affairs program who can discuss Red Ribbon Week and speak about your local organization's participation in the event. If your organization does not have a spokesperson, consider using someone from your board or a local expert allied with your group's values. Give him or her sample questions below and other information in this kit to help them prepare for the interview.

Pitch the idea that the show can offer listeners advice on how to talk to their children about the dangers of drugs, alcohol, and tobacco, and provide contact information to order free educational materials from the National Family Partnership and SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI). Sample interview questions:

- What and when is Red Ribbon Week 2002?
- Who are the local sponsors and what will they be doing?
- Who are the national sponsors?
- When and how did Red Ribbon Week begin?
- Why is this celebration important?
- Are any local events planned? What can individuals do to participate?
- Where can parents get free information to help educate their children about the dangers of using drugs?
- Is there a free booklet parents and others can order on how to start talking to their kids about the harmful effects of drug and alcohol use?
- How does building awareness help in the drug abuse prevention effort?

“Family is the foundation of freedom. During Red Ribbon Week we can take a collective stand for a drug-free America. Empowering youth to lead positive, healthy, drug-free lives is one of the most important jobs a parent or family member has.”

—Peggy Sapp, President and Spokesperson, National Family Partnership

15 Ideas for Shaping Media Coverage



Suggest several of the ideas below to a reporter, editor, or producer who you are “pitching” over the phone. Keep in mind that some ideas work better for print versus radio versus television. Small publications are more likely to print your news release word-for-word and may incorporate photos you provide. They have limited staff—your offer to adapt the story and add local information may be greatly appreciated. Offering a statement from a local spokesperson can also be helpful. Provide the following list of ideas to media with whom you have a good relationship. Remember Red Ribbon Week helps make a serious issue visible to the public and demonstrates ways the public can help prevent drug problems in society. Call the National Family Partnership at 800-705-8997 or visit their Web site at www.nfp.org to get their Red Ribbon Week Planning Guide.

Feel free to incorporate any of the following ideas as part of covering Red Ribbon Week, October 23 to 31:

1. Use the enclosed copyright-free drop-in article. Run the Public Service Announcements/ads. List a local Red Ribbon event in your community calendar.
2. Feature a local school, church, or community group that is participating in Red Ribbon Week 2002. A videotape of children planting bulbs can provide footage for a TV news story or a photo accompanied by a caption can complement a news story. Make it visible, fun, and interesting.
3. Provide a set of drug abuse prevention tips, including toll-free numbers and Web sites that offer educational information for kids and parents.
4. Interview local parents concerning their experiences talking with children about the dangers of drug and alcohol use.
5. Interview a local, State, or national Red Ribbon Week spokesperson.
6. Learn about prevention activities in your area and include them in your coverage.
7. Ask your media outlet to be a sponsor for a local Red Ribbon Week activity.
8. Invite a local media personality to emcee an event or serve as the honorary chairperson.

Who to Contact at Print and Broadcast Media Outlets:

Daily Newspapers: For media coverage, contact the city or metro editor, columnists who write about local news, or the calendar of events editor (Note: At small or weekly and monthly newspapers one editor may do most or all of these jobs). For sponsorship or free ad space to run a public service ad, contact the marketing director or the community development director.

Radio and Television: For media coverage, contact the assignments editor, public affairs director, public affairs show host or producer, and community calendar editor (Note: At some stations one person has several job titles). For sponsorship, contact the promotions or marketing director.

15 Ideas for Shaping Media Coverage



9. Run excerpts from the copyright-free drug abuse prevention publications offered at <http://ncadi.samhsa.gov>.
10. Use quotes from a local independent expert to give a local angle to the story. Gather background from local civic or church leaders who work on other drug abuse prevention activities.
11. Tie national statistics about youth drug use to a local story: Visit www.samhsa.gov for the new data from the 2001 National Household Survey on Drug Abuse—U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration (SAMHSA).
12. Use SAMHSA's *Tips for Teens* (a series of informative, drug-specific pamphlets designed for adolescents) publications to appeal to your younger audience (available at <http://ncadi.samhsa.gov> or by calling 1-800-729-6686).
13. Focus on the link between drug trade money and terrorism that has long been recognized by law enforcement agencies worldwide.
14. Coordinate with the advertising department of local businesses to sponsor a series of tips and facts to help educate readers on the prevalence of drug abuse by youth and how to prevent it.
15. Offer to cover local Red Ribbon activities for a publication's advice or education columns instead of a general news story, or offer to run a letter to the editor or opinion column.

Call the National Family Partnership (NFP) at 800-705-8997 or visit www.nfp.org to obtain the NFP's Red Ribbon Campaign Planning Guide, which includes a lesson plan for teachers—as well as resources for communities, schools, and organizations—on how to participate in Red Ribbon Week. Resources include a sample proclamation, a pledge, and other event planning materials. These resources will be available on the Web and in hard copy by request (while supplies last).

Talking Points



Red Ribbon Week

- The assassination of U.S. Drug Enforcement Agency agent Enrique Camarena in 1985 was the impetus for Red Ribbon Week when students in his hometown began wearing red ribbons in his memory. In 1988, the National Family Partnership took the Red Ribbon event nationwide with the message to take a stand against the loss of life and energy to drug abuse.
- From October 23 to 31 each year, more than 80 million young people and adults show their commitment to healthy, drug-free lifestyles by wearing or displaying the red ribbon during the week's celebrations.
- "Freedom is Drug Free—Plant the Promise!" is this year's national Red Ribbon Week theme. Thousands of schools will kick off the week with a Plant the Promise day on October 23, 2002, with students planting red, white, and blue bulbs to celebrate healthy, safe, and drug-free lives and communities for all Americans.

Youth Alcohol and Drug Use

- Young people who use alcohol and drugs are more likely to be victims or perpetrators of violence, engage in unplanned and unprotected sex, experience school failure, or be seriously injured from driving or engaging in other risky behavior while impaired.
- Youths who use alcohol or illegal drugs are more likely than those who do not use these substances to be at risk for suicide.
- Kids say that losing their parents' respect and pride is one of the main reasons they don't use alcohol and drugs.

Talking Points



How Parents and Other Caring Adults Can Help Keep Youth Drug Free

- Talk to your child every day. The more you know about your child, the easier it will be to guide him or her toward more positive, skill-building activities and friendships. As a result, your child will be less likely to experiment with illegal substances. Practice active listening by paraphrasing what your child tells you.
- Get involved in your child's life. Spend at least 15 minutes a day in an activity that your child would like to do. Play a game together. Do something special together once a week. Praise your child for activities you ordinarily take for granted, such as helping set the table for meals or doing homework without being told.
- Make clear, consistent, enforceable rules for your children. If your child hears you say "no," it might be easier for that child to do the same when substances are offered to him or her.
- "Walk the walk"—lead by example. If you want honesty, courage, discipline, and kindness from your children, you must show these qualities in your own life. If you smoke or drink, don't expect success in preventing your child from using alcohol or drugs.
- Teach your child how to resist peer pressure. Peers have a powerful influence on even the youngest children. In fact, youth say wanting to be accepted is a major influence regarding the use of alcohol, tobacco, and illegal drugs. Your child may make friends out of a need to fit in, overcome anxiety, or bolster his or her courage. As a parent, you can help your child by making it clear that you do not want him or her to use alcohol, tobacco, and illegal drugs. You might also show how you resisted peer pressure when you were your child's age.
- Keep track of your child's activities. Get to know your child's friends and their parents. Know where your child is going, whom he or she will be with, and what he or she is doing. Establishing relationships with your child's friends will put you in closer touch with his or her daily life.
- Contact SAMHSA's National Clearinghouse for Alcohol and Drug Information to request free publications designed to help parents connect with their children to discourage substance abuse. Some examples are the *Tips for Teens* series, *Hablemos en Confianza*, and *Keeping Youth Drug Free*. Call 1-800-729-6686 or visit <http://ncadi.samhsa.gov> for more information or to place an order.

Fact Sheet



Seeing the Connections—The Future of Our Youth Is in Your Hands

Alcohol and drug use are associated with poor academic performance, impaired development, mental health issues, and many other problems that affect youth. Here are some facts you should know on how alcohol and drug use affect young America:

Underage Drinking, Substance Abuse, and Academic Performance

- High school students who use alcohol or drugs frequently are up to five times more likely than other students to drop out of school.¹
- Students who drink alcohol during adolescence have a reduced ability to learn, compared with those youth who do not drink until adulthood.²
- Rates of past month use of most tobacco products were higher among persons with lower levels of education than among those with higher levels of education.³

Underage Drinking, Substance Abuse, and the Well-Being of Youth

- More than 40 percent of individuals who begin drinking before age 13 will develop alcohol abuse or alcohol dependence at some time in their lives.⁴
- Youths who were daily cigarette smokers were more likely to use other tobacco products, alcohol, and illegal drugs than current nonsmokers.⁵
- The rate of current illegal drug use (18.2 percent) among current smokers was significantly higher than the rate for this group the previous year (15.6 percent).⁶

Underage Drinking, Substance Abuse, and Mental Health

- Twenty-eight percent of suicides by children ages 9 to 15 could be attributed to alcohol.⁷
- Adolescents with serious emotional problems were significantly more likely to report cigarette smoking than were those with intermediate or low levels of emotional problems.⁸
- The severity of emotional problems is significantly associated with increased likelihood of marijuana use among adolescents.⁹

¹ The National Center on Addiction and Substance Abuse at Columbia University. Malignant Neglect: Substance Abuse and America's Schools. New York: Columbia University, 2001.

² Swartzwelder, et al. Age-Dependent Inhibition.

³ Substance Abuse and Mental Health Services Administration's 2001 National Household Survey on Drug Abuse.

⁴ Grant, BE, Dawson, DA. Age at Onset of Alcohol Use and Association with DSM-IV Alcohol Abuse and Dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey. J Subst Abuse 9:103-110, 1997.

⁵ Substance Abuse and Mental Health Services Administration's 2001 National Household Survey on Drug Abuse.

⁶ Ibid.

⁷ Unpublished data extrapolated by National Institute on Alcohol Abuse and Alcoholism from State Trends in Alcohol Mortality, 1979-1992; U.S. Alcohol Epidemiologic Data Reference Manual, Volume 5. Rockville, MD: National Institute on Alcohol Abuse and Alcoholism, 1996.

⁸ Substance Abuse and Mental Health Services Administration. The Relationship Between Mental Health and Substance Abuse Among Adolescents.

⁹ Ibid.

Fact Sheet



“Alcohol and drug use are not problems of fact. They are problems of perception.”

—Peggy Sapp, President and Spokesperson, National Family Partnership

Perception of Harm—Perception of Social Disapproval

Studies show that youth are less likely to use alcohol and drugs when they perceive these substances to be harmful, or if their peers and parents strongly disapprove of using them.

Perception of Harm

- Youths perceiving great risk from using marijuana once or twice a week were less likely to use substances than youths perceiving moderate, slight, or no risk.¹
- Of the estimated 23 million youths aged 12 to 17 in the United States, the 2001 National Household Survey on Drug Abuse (NHSDA) indicated that approximately 53 percent perceived great risk from smoking marijuana once or twice a week, and 90 percent perceived great risk from using cocaine once or twice a week.²

Perception of Peer Disapproval

- Research has also shown that when children understand the negative effects of drugs (physical, psychological, and social) and when they perceive their friends' and families' social disapproval of drug use, they tend to avoid initiating drug use.³
- According to a national study, 82 percent of eighth graders, 69 percent of 10th graders, and 63 percent of 12th graders say they disapprove of people having five or more drinks once or twice each weekend.⁴

Perception of Parental Disapproval

- The rate of past month use of marijuana/hashish, alcohol, or cigarettes was lower among youths who believed that their parents would strongly disapprove of their substance use.⁵
- In 2001, most youths aged 12 to 17 thought their parents would strongly disapprove of their substance use.⁶
- In 2001, only 8.3 percent of youth who indicated that their "parents would 'strongly disapprove' if they tried marijuana once or twice" has used an illegal drug in the past month.⁷

¹ Substance Abuse and Mental Health Services Administration's 2001 National Household Survey on Drug Abuse.

² Ibid.

³ National Institute on Drug Abuse. Preventing Drug Use Among Children and Adolescents: A Research-Based Guide, 1997.

⁴ Johnston, LD, O'Malley, PM, Bachman, JG. Monitoring the Future National Results on Adolescent Drug Use: Overview of Key Findings, 2001. Rockville, MD: National Institute on Drug Abuse, 2002.

⁵ Substance Abuse and Mental Health Services Administration's 2001 National Household Survey on Drug Abuse.

⁶ Ibid.

⁷ Substance Abuse and Mental Health Services Administration's 2001 National Household Survey on Drug Abuse.

Drop-In Article



This public domain (copyright-free) article can be “dropped in” any print publication without special permission or citation. Drop it into your organization’s newsletter or write a cover letter from your organization and send it to local newspapers. You can also ask local businesses to include the article in their newsletters.

Add local information first, such as details on any Red Ribbon Week 2002 activities you have organized, your partners, co-sponsors, or a quote from your executive director. Adding your organization’s contact information in the article is effective. Pre-written articles are printed most often by weeklies, monthlies, advertising shoppers, and other special format print media—choose the most appropriate outlet for the article. If they say no, try another outlet. Consider drafting a “Letter to the Editor”—using the information included in the drop-in article below—and sending it to your local daily newspaper.

Red Ribbon Week Focuses Attention on Youth Drug Abuse Prevention

During the week of October 23-31, 2002, millions of Americans—including area school children and families—will be wearing red ribbons to symbolize their commitment to a healthy, drug-free lifestyle. This nationwide event has become a major force for raising public awareness and mobilizing communities to combat alcohol, drug, and tobacco use among youth. The National Family Partnership is the sponsor of Red Ribbon Week. Thousands of schools across the country are kicking off Red Ribbon Week 2002 with a Plant the Promise day on October 23, with school kids planting red, white, and blue bulbs and sending red ribbons to President Bush with their personal messages and pleas for healthy, safe, drug-free lives and communities for all Americans.

“The downward trend in teen drug use shows that drug prevention works,” said National Family Network President Peggy Sapp. “We must maintain our commitment to teaching young people about the dangers associated with drug use while role modeling appropriate behavior and providing fun activities for youth.” For more than 20 years, the National Family Partnership has worked to fight substance abuse and helped focus prevention efforts on the family.

SAMHSA Administrator, Charles Curie, said, “We are proud to join NFP in supporting Red Ribbon Week. Without question, parents, grandparents, teachers, coaches, and leaders in the community and the media have a role to play in helping children and youth make responsible decisions to lead healthy lives free from illegal drugs, tobacco, and alcohol.”

Federally supported research has shown early alcohol, tobacco, and marijuana use to be a predictor of later substance abuse patterns and problems. Research also suggests the best way to stop youth substance use is to talk with children early and often about the dangers of alcohol and drugs. Studies show that simple family traditions, such as eating dinners together and attending and participating in religious services greatly reduce risk factors for teen and young adults.

Recently, the use of drug trade money to fund terrorism has expanded attention beyond just the law enforcement community. Some prevention experts recommend using this

information to help young people understand that actions and consequences go together and that drug use hurts more than just the user. According to a survey conducted for the Partnership for a Drug-Free America, 59 percent of 12- to 17-year-olds said knowing that illegal drug use helps finance terrorist attacks against America would make them less likely to use drugs. The survey also showed that 62 percent of parents said knowing that the use of illegal drugs supports terrorist activities would be helpful to them in talking to their kids about drugs.

The National Family Partnership is one of several key organizations that provides free educational materials to the public. The Partnership offers quiz sheets on alcohol, marijuana, and inhalants that help children understand the hazards of drug use, and provide information sheets for parents at www.nfp.org or by calling 1-800-705-8997. Many other free publications are available from SAMHSA’s National Clearinghouse for Alcohol and Drug Information—including *Keeping Your Kids Drug-Free: A How-To Guide for Parents and Caregivers* and *Tips for Teens*—by calling 1-800-729-6686. These and other resources for teachers, educators, businesses, community leaders, and individuals are available at <http://ncadi.samhsa.gov>.

Youth substance abuse prevention begins at home:

- Start talking with your child in grade school about the dangers of alcohol, tobacco, and drug use.
- Let teens know you disapprove of drug use and underage drinking and why.
- Set rules and consequences for teenage drinking, tobacco, and drug use.
- Do not serve alcohol to anyone underage.
- Do not allow unchaperoned parties in your house.
- Call hosts’ parents to ensure that parties your children are attending are supervised and alcohol free.
- If your teenager has a drinking or drug problem, seek professional help.

Print Public Service Announcements



Take a Stand to Help Keep Youth Drug Free! Celebrate Red Ribbon Week, October 23-31, 2002

Join the Federal Substance Abuse and Mental Health Services Administration (SAMHSA), the National Family Partnership, parents, schools, and communities across America in support of Red Ribbon Week, October 23-31. Talk with your child about the dangers of substance abuse.

To learn more about Red Ribbon Week and to order *Keeping Youth Drug Free* and other free publications, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI) at 1-800-729-6686 and visit <http://ncadi.samhsa.gov>.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov

Print Public Service Announcements



What Are Your Plans for Red Ribbon Week?



Join the Federal Substance Abuse and Mental Health Services Administration (SAMHSA), the National Family Partnership, parents, schools, and communities across America in support of Red Ribbon Week, October 23-31.

You can help keep youth drug free when you:

Practice Talking and Listening Skills With Your Child—

Open communication channels.

Spend Time with Your Child—

Set aside time every day.

Make Clear, Consistent, Enforceable Rules—

Help your child learn the importance of rules.

Walk the Walk: Lead by Example—

Consider the impact your actions have on your child.

Teach Your Child To Choose Friends Wisely—

Peer influence is very important to children.

Keep Track of Your Child's Activities—

Know what your child is doing.

To learn more, contact SAMHSA at:

1-800-729-6686

and online at

<http://ncadi.samhsa.gov>



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
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Radio Public Service Announcements



Send these radio PSA scripts “as-is” to local stations or adapt them to reflect your organization’s contact information. Localizing them with any details of your Red Ribbon Week 2002 event and your phone number will increase the likelihood that a radio station will run the PSA. Call each station’s public service director in advance to learn his or her guidelines for submitting PSAs. Making personal contact and introducing your organization will also increase the chances of your PSA receiving valuable airtime.

PSAs usually need to be specific lengths. When editing PSAs, time them to fit the lengths preferred by the radio station. Use the format below and print the PSAs on your own letterhead. In addition to popular music radio stations, do not forget to try non-commercial, religious, or other public stations such as National Public Radio (NPR) affiliates. Public service directors like to receive scripts well in advance, often as much as 3 or 4 weeks before the start date of the event.

Use this celebration as an opportunity to build a long-term relationship with your area’s public affairs directors, who can offer valuable publicity. Note: Some stations expect exclusivity. When calling public service directors, determine which ones are most likely to support you, and concentrate on those. A thank you note afterward is a great way to lay the groundwork for getting other PSAs aired in the future.

Some stations run a community events calendar. If you have a Red Ribbon Week 2002 activity, consider calling the public service director to find out about getting your event listed.

START DATE: ***Immediately***
KILL (END) DATE: ***November 1, 2002***

:30

Talk with your kids about drugs. No matter how young children are, talking with them is one of the best things you can do to help keep them drug free. Join the Federal Substance Abuse and Mental Health Services Administration, National Family Partnership, parents, schools, and communities across America in support of Red Ribbon Week, a national celebration of anti-drug education and drug abuse awareness. Free publications including *Keeping Youth Drug Free*, available from SAMHSA’s National Clearinghouse for Alcohol and Drug Information, offer important insights and resources for parents who want to help keep their kids drug free.

To learn more about Red Ribbon Week and to order free publications, call 1-800-729-6686. That’s 1-800-729-6686.

Tag: A message from (insert your organization’s name here) and this station.

Radio Public Service Announcements



:30

Join the Federal Substance Abuse and Mental Health Services Administration, National Family Partnership, parents, schools, and communities across America to raise awareness about the dangers of youth drug abuse by wearing a red ribbon from October 23 to 31. During Red Ribbon Week, Americans across the country participate in special activities in support of youth drug abuse prevention. For free information about Red Ribbon Week and a schedule of upcoming events, call 1-800-795-8997 or visit WWW-dot-NFP-dot-ORG.

Tag: A message from (insert your organization's name here) and this station.

:30

Do you want to help protect your kids from drugs? Here are a few tips: Spend quality time with your kids, talk to them, and join the Federal Substance Abuse and Mental Health Services Administration, National Family Partnership, parents, schools, and communities across America in support of Red Ribbon Week from October 23 to 31. Take a stand against drug abuse, wear a red ribbon, and help keep your child drug free. For information, call the National Family Partnership at 1-800-795-8997 or visit WWW-dot-NFP-dot-ORG.

Tag: A message from (insert your organization's name here) and this station.

:15

Wear a red ribbon. Help keep our youth drug free. Join the Federal Substance Abuse and Mental Health Services Administration, the National Family Partnership, parents, schools, and communities across America in support of Red Ribbon Week October 23-31, a national celebration of anti-drug education and drug abuse awareness. To learn more, call 1-800-729-6686. That's 1-800-729-6686.

Tag: A message from (insert your organization's name here) and this station.

:15

Wear a red ribbon October 23-31 in unity with the Federal Substance Abuse and Mental Health Services Administration, National Family Partnership, and millions of Americans who are concerned about youth drug abuse. For free information about Red Ribbon Week and a schedule of upcoming events, call 1-800-795-8997 or visit WWW-dot-NFP-dot-ORG.

Tag: A message from (insert your organization's name here) and this station.

Sample Pitch Letter



[DATE]

[NAME]

[TITLE]

[ORGANIZATION]

[ADDRESS]

Dear [NAME]:

The use of drugs, tobacco, and alcohol by our Nation's children and youth has damaging effects that can last a lifetime. The media can help communities get the word out—and help make a difference in the lives of our kids—by joining the Federal Substance Abuse and Mental Health Services Administration and the National Family Partnership to support and publicize Red Ribbon Week, October 23-31, 2002. More than 80 million people across the country are expected to participate and show their support for healthy, drug-free lifestyles. This year's theme is "Freedom is Drug Free—Plant the Promise."

[ORGANIZATION] is providing you with the enclosed resources to help you bring attention to ways we can work together to prevent youth substance abuse in our community.

Here are a few suggestions:

- **[For Print Media Only]:** Publish the enclosed drop-in article in newspapers or newsletters.
- Use the fact sheet and talking points to support news and public affairs coverage on how to celebrate Red Ribbon Week.
- Run the enclosed PSAs to increase awareness of the youth substance abuse issue.
- Contact us for expert spokespersons to interview for stories that address ways to celebrate Red Ribbon Week and promote drug-free communities.
- Encourage your audience to call the National Clearinghouse for Alcohol and Drug Information, a service of the Federal Substance Abuse and Mental Health Services Administration at **1-800-729-6686**, or visit the National Family Partnership at **www.nfp.org** for more information.

We hope you will find these resources useful in encouraging your community to participate in and promote Red Ribbon Week.

Sincerely,

[Your Name]

[Title]

SAMHSA Media Resources



SAMHSA, a public health agency within the U.S. Department of Health and Human Services, is the lead Federal agency for improving the quality and availability of substance abuse prevention, addiction treatment, and mental health services in the United States.

SAMHSA Media Services Line

(301) 443-8956

SAMHSA understands editorial deadlines. This number has been established to help media representatives get accurate information in a timely fashion. We can also coordinate interviews with expert spokespersons on all matters related to substance abuse prevention and treatment.

SAMHSA Radio Newsline

1-800-272-7723

The SAMHSA Radio Newsline provides broadcast-ready substance abuse news and public affairs reports. The audio spots feature actualities from nationally recognized experts in the fields of substance abuse prevention and treatment. Broadcast-ready Newsline reports (usually 60 to 90 seconds) can easily be folded into radio news or public affairs programming, or serve as a source of quotes and actualities for your own news coverage.

SAMHSA Media Services Web Sites

www.samhsa.gov/news/news.html

SAMHSA Media Services' Web site provides SAMHSA's latest news releases, statistics, fact sheets, data, and policy reports on mental health, substance abuse, prevention, managed care, and the workplace. The Web site also provides links to other SAMHSA resources.

Additional Information and Resources



2002 Red Ribbon Awards

During Red Ribbon Week many local, State, and national groups recognize leaders in youth drug abuse prevention. National Family Partnership established the Enrique Camarena Award in 1993 to recognize and honor an individual who has made a significant contribution in the field of drug prevention. Nominations must be received by November 23, 2002. The winner will be announced in early 2003. For more information, call 1-800-795-8997 or visit **www.nfp.org**. Spread the word—let your contacts in the prevention field know about this opportunity to honor an outstanding colleague or community leader.

Planning Guide and Other Resources

Other resources for Red Ribbon Week 2002 include a lesson plan for teachers and a planning guide for communities, schools, and organizations. Resources include a sample proclamation, a pledge, and other event planning materials. These resources will be available on the Web and in hard copy by request (while supplies last). Helpful suggestions on how churches, businesses, civic groups, parent groups, youth groups, medical associations, and local and State governments can participate in Red Ribbon Week are also listed on the National Family Partnership Web site at www.nfp.org. Letting your partners know about all these resources is one way for you to participate in this year's Red Ribbon Week. Sending an e-mail on a listserve to all your contacts, putting a notice in your next mailing, and announcing the campaign at meetings are three easy ways you can be part of building awareness at the local level.

Gardening as a Prevention Activity

The "Plant the Promise" concept originated from the Geggie Elementary School in St. Louis, MO, which had the idea of planting red bulbs to teach children about hope, delayed gratification, and the promise to take care of what nature has made. For parents, gardening with your children presents an opportunity to chat about drugs and alcohol in a relaxed environment. It's also a chance to do physical exercise together and to benefit from contact with nature. Children can learn from gardening how delicate life really is and how much we need to care for living things, especially ourselves. Planting flower bulbs has always been a symbol of hope. This fall, planting red, white, and blue bulbs will symbolize a new hope, a hope for a drug-free America.

2002 Red Ribbon Week

Reply Form

Dear Colleague:

Did you use...

- | | | | | | |
|---|------------------------------|-----------------------------|---|------------------------------|-----------------------------|
| 1. Introduction? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | 9. Print Public Service Announcements? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 2. Using This Kit? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | 10. Radio Public Service Announcements? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 3. Media Tips? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | 11. Sample Pitch Letter? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 4. Arrange a Radio or TV Interview? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | 12. SAMHSA Media Resources? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 5. 15 Ideas for Shaping Media Coverage? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | 13. Additional Information and Resources? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 6. Talking Points? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | | | |
| 7. Fact Sheet? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | | | |
| 8. Drop-In Article? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | | | |

Please rate the quality of the Kit content: _____

Please complete the following information:

First Name: _____ Last Name: _____
Title: _____
Employer: _____
Address 1: _____
Address 2: _____
City: _____ State: _____ ZIP Code: _____
Phone: _____ FAX: _____ E-mail: _____
Web site: _____

Would you like to be added on our mailing list to receive future PSAs/reports and press releases?
Yes ☐ No ☐

Please return this form to:

NCADI
ATTN: Media Relations
P.O. Box 2345
Rockville, MD 20847-2345

Or FAX to: 301-468-6433